



US005237157A

United States Patent [19]**Kaplan**[11] **Patent Number:** **5,237,157**[45] **Date of Patent:** **Aug. 17, 1993****[54] KIOSK APPARATUS AND METHOD FOR POINT OF PREVIEW AND FOR COMPILATION OF MARKET DATA****[75] Inventor:** **Joshua D. Kaplan**, San Francisco, Calif.**[73] Assignee:** **Intouch Group, Inc.**, San Francisco, Calif.**[21] Appl. No.:** **957,444****[22] Filed:** **Oct. 6, 1992****Related U.S. Application Data****[63]** Continuation of Ser. No. 582,253, Sep. 13, 1990, abandoned.**[51] Int. Cl.⁵** **G06F 15/21****[52] U.S. Cl.** **235/375; 235/380; 364/401****[58] Field of Search** **369/33, 34; 235/375, 235/380, 381, 382, 383, 385, 462; 358/335; 364/401, 402, 403, 410****References Cited****[56]****U.S. PATENT DOCUMENTS**

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[57]**ABSTRACT**

This invention relates to a system for user-interactive multimedia based point-of-preview. The apparatus has data storage for storage of discrete increments of information intended for subscriber selection and preview. After subscriber selection, a programmable data processor selects from storage and then transmits at least one discrete increment of information to a display means for subscriber review. Subscriber selection and profile data are collected and stored. The invention also provides for transmission of subscriber selection and subscriber profile data to a central database for collection and processing by the central processing unit. This system is used, in a particular embodiment, to preview audio programs on compact disks.

11 Claims, 3 Drawing Sheets